

APPROACH

Since I was limited by location, I felt that using Optimal Workshop’s online card sort functionality would give me a broader range of people to complete this task. I reached out to those who had expressed continued interest in participating in the development of GoDrive and had 5 respond, 3 completed and 2 abandoned the card sort without completely finishing.

HYBRID CARD SORT

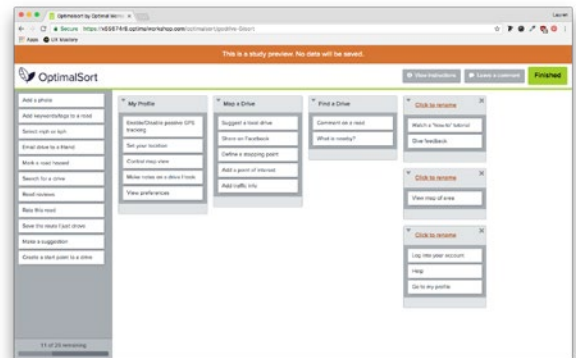
I felt that since this was an unsupervised sort, providing some structure would be helpful. I created 3 categories:

- Find a Drive
- Map a Drive
- My Profile

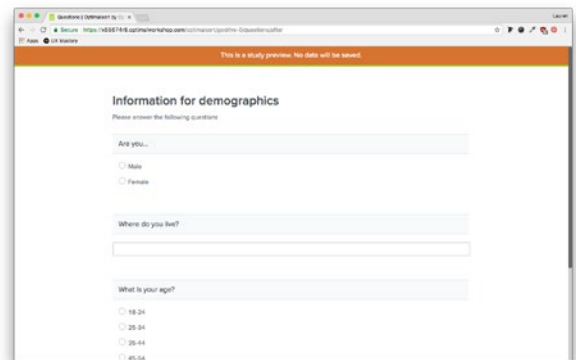
And allowed the participant to create their own categories if they chose. That provided several additional named categories for consideration:

- Garage Talk
- Riding Along
- Settings
- Menu

There was a good deal of overlap due to the suggested categories, but some variations to consider surrounding how a user’s profile and preferences are treated. It also showed that some tasks do belong in multiple categories, or should be available while in all sections.



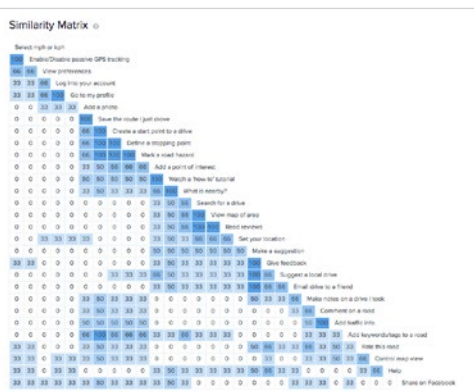
Optimal Workshop Hybrid Sort



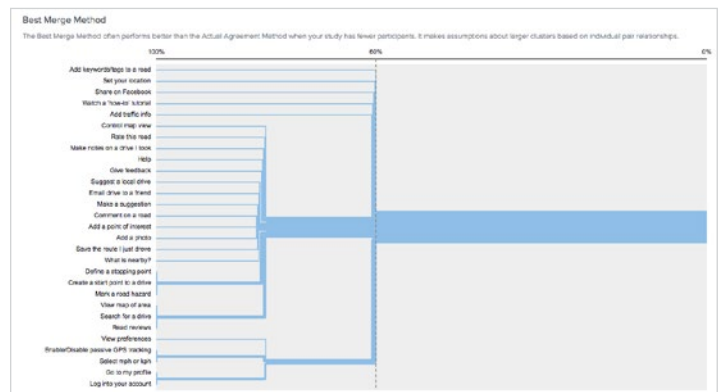
Audience demographic gathering

CARD SORT ANALYSIS

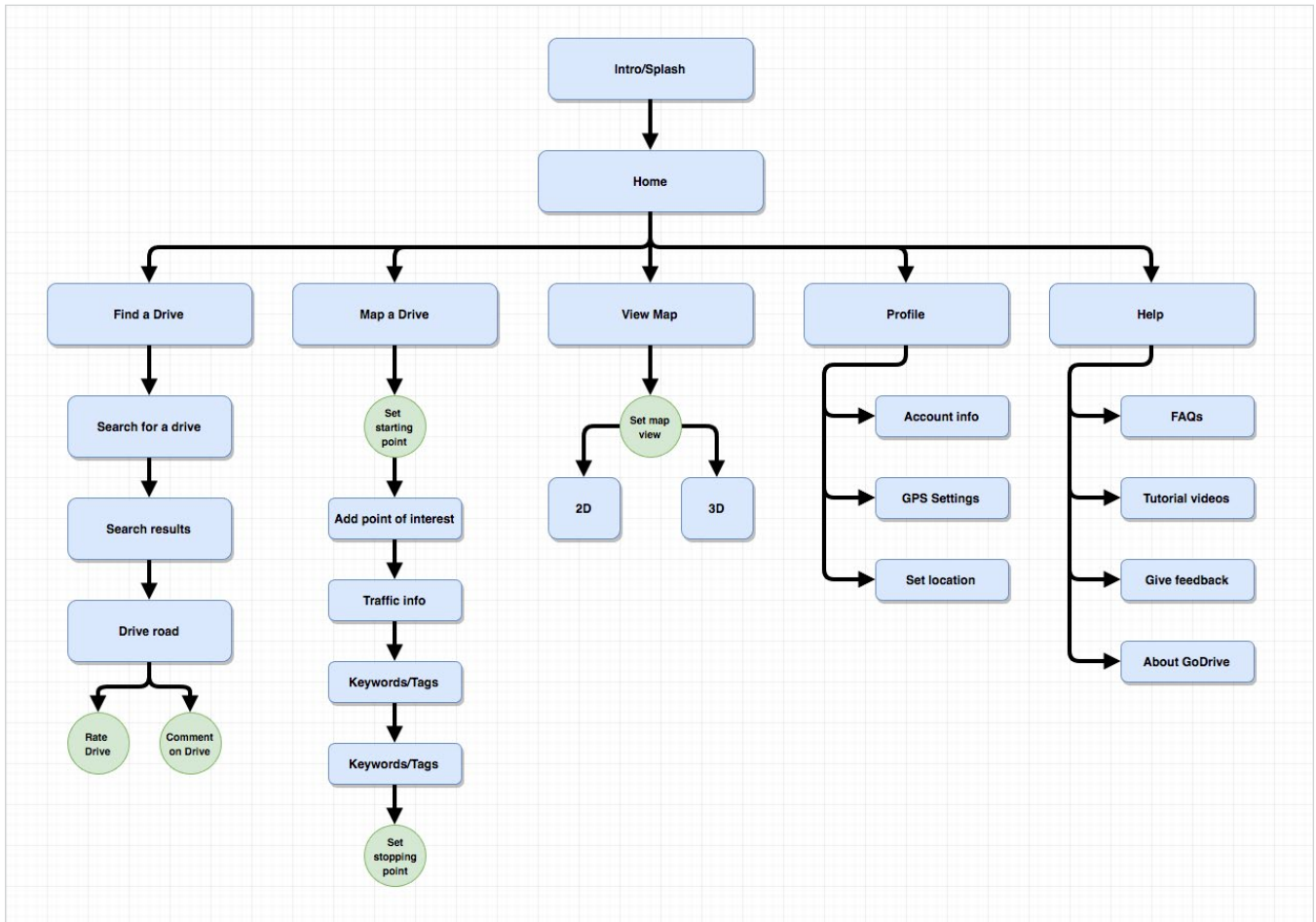
Utilizing built-in analytics, I was able to see where tasks overlap with a Similarity Matrix, as well as how well a model merges with a Dendrogram.



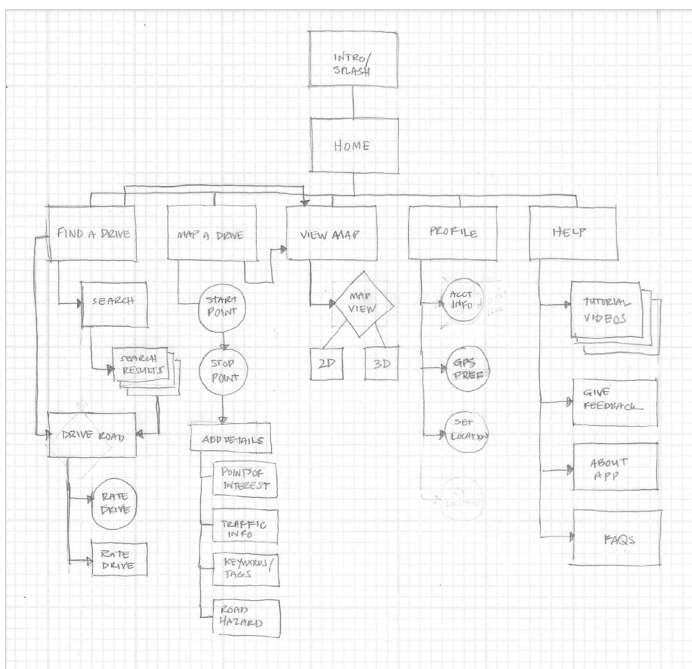
Optimal Workshop Similarity Matrix



Optimal Workshop Dendrogram



Sitemap in Draw.io



Sitemap by hand